

The Store
of
Reliability

Anniversary Sale!

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Reliability

MAY 1st, 1904, THE GLOBE STORE

OPENED FOR BUSINESS, IN A VERY MODEST WAY, ON SOUTH SECOND STREET; THE FOLLOWING NOVEMBER THE STOCK WAS MOVED TO A ROOM ON WEST GOLD AVENUE, GREATLY ADDED TO, AND FOR A NUMBER OF MONTHS DID A GOOD BUSINESS IN THE GOODS THEN CARRIED. BUT WE WERE NOT SATISFIED. WE BELIEVED THAT THE CITY OF ALBUQUERQUE WAS READY FOR A DRY GOODS STORE WHERE EVERY ARTICLE WOULD BE SOLD STRICTLY ON ITS MERITS; WHERE ONE PRICE WOULD BE ASKED EVERY CUSTOMER, AND WHERE ALL CUSTOMERS WOULD BE TREATED THE SAME. IN MAY, 1905, AN OPPORTUNITY WAS PRESENTED TO SECURE A LOCATION ON RAILROAD AVENUE, AND ANOTHER MOVE WAS MADE. THIS TIME WE CLOSED OUT ALL THE OLD STOCK, AND PLACED ON THE SHELVES OF THE NEW GLOBE STORE AN UP-TO-DATE STOCK OF DRY GOODS, LADIES' AND GENTLEMEN'S FURNISHINGS, AND SHOES. THAT OUR JUDGMENT REGARDING THE REQUIREMENTS OF THE BUYERS OF THE CITY HAS BEEN SUSTAINED THERE IS NO QUESTION NOR DOUBT. FROM THE DAY THE NEW GLOBE STORE WAS OPENED, SEPTEMBER 15, 1905, TO THIS TIME, THERE HAS BEEN A STEADY INCREASE IN THE AMOUNT OF GOODS SOLD, AND WE BELIEVE THAT PRICES ON THE LINE OF GOODS CARRIED HAVE BEEN MATERIALLY REDUCED TO THE BUYERS BECAUSE OF OUR BUSINESS METHODS—OTHER STORES HAVE BEEN COMPELLED TO REDUCE THE PERCENTAGE OF PROFITS IN ORDER TO HOLD THEIR TRADE. BRIEFLY THIS IS THE HISTORY OF THE GLOBE STORE.

NOW, IN ORDER TO CELEBRATE THE SECOND ANNIVERSARY OF THE ESTABLISHMENT OF THE GLOBE STORE, WE HAVE DECIDED TO PLACE ON SALE OUR LARGE STOCK OF

Men's Furnishings and Shoes

MEN'S AND BOYS' HATS

In this department we carry a line of standard made goods, in the latest shapes and colors. For the Anniversary Sale, the following prices will be made:

Young Men's Black Frankfurt, low crown, wide brim; one of the favorite shapes with the well dressed young man; regular price, \$1; for this sale.....	65c
Boys' Black Hats; curved brim, medium crown, regular price, 35c; for this sale.....	10c
Men's Black Planter, wide brim, medium crown, bound edge; regular price, 50c; for this sale.....	35c
Men's Beaver, raw edge; high crown; medium brim; regular price, \$1.25; for this sale.....	75c
Youth's Mashie, Beaver; raw edge; medium crown and brim; regular price, 75c; for this sale.....	25c
Men's Black Pandip Crushers; the newest shapes in crushers; light weight and suitable for warm weather wear; sale price.....	75c
Men's Pear Alpine; high crown, medium brim; a popular shape; regular price, \$2; for this sale.....	\$1 25
Youth's Black Pandip; low crown, wide brim; a good shape for University and high school wear; regular price, \$1.75; for this sale.....	\$1 00
Young Men's Black Telescope; wide brim; regular price, \$3.00; for this sale.....	\$1 50
Men's Black Creased; medium brim; natty crown; one of the best shapes of the season; regular price, \$3.00; for this sale.....	\$1 50

Many other styles will be placed on sale, and prices will be in keeping with those quoted. To the man or boy wanting a hat for the coming spring and summer wear this sale presents an opportunity to secure good goods and styles at remarkably low prices. If this statement is doubted it will cost nothing to examine the stock.

MEN'S UNDERWEAR

The warm days, when heavy underwear will be discarded, are here, and a change to light goods is necessary. If comfort is to be had during the long summer. At the prices we make on gauze undergarments it will not be necessary to wear those left from last year; look at the prices on a few numbers:

Men's Fine Derby Ribbed Shirts and Drawers; all sizes; regular price, 50c per garment; for this sale, per suit (2 pieces).....	25c
Men's Jersey Ribbed Shirts and Drawers; extra quality; price for this sale, per garment.....	15c
Men's Balbriggan Shirts and Drawers; all sizes; always sold for 50c the garment; for this sale.....	35c
Men's Balbriggan Shirts and Drawers; all sizes; regular price 65c per garment; for this sale.....	40c
Men's Fancy Balbriggan Shirts and Drawers; all sizes; never sold for less than 75c the garment; for this sale.....	40c
Men's Plain Balbriggan Shirts and Drawers; regular price 50c per garment; for this sale.....	20c
Men's Fine Balbriggan Shirts and Drawers; woven especially for warm weather wear; best finish and trimmings; price, per garment, for this sale.....	50c
Men's "Poroskint" Shirts and Drawers; these garments need no introduction to persons looking for comfort in warm weather; sale price, per garment.....	50c
Men's Fancy Silk Shirts and Drawers; drop stitch, beautifully made and finished; an elegant garment; price, for this sale.....	\$1 75

Men's Ready-to-Wear Trousers

We carry a well selected stock of ready-to-wear trousers in all grades from \$1.00 to \$5.00. Quality for quality these garments are low in price at the regular prices, but for our Anniversary Sale we will do much better for our customers that money will be saved by the purchase of a goods supply for future wear.

Men's Striped Cottonade Trousers; regular price, \$1.25; for this sale.....	50c
No. 326—Men's All Wool Trousers; cut to fit and made for durability; buttons will not come off; regular price, \$3.00; for this sale.....	\$2 00
No. 108—Men's Luster Worsted Trousers; fancy stripe; regular price, \$3.50; for this sale.....	\$2 75
No. 2841—Men's Worsted Trousers; pin stripes; regular price, \$2.50; for this sale.....	\$2 00

At prices that will cause the event to be long remembered by our customers. This sale will begin the morning of

TUESDAY, MAY 1st

And will continue for 10 days, closing the evening of Thursday, May 10. In this sale will be included

Hats, Underwear, Shirts, Gloves, Shoes, Overalls and Trousers

Taken from our regular stock, marked in plain figures, and sold to customers in any quantity desired, at the prices quoted in this advertisement—With one qualification: No goods will be exchanged which are sold at special prices.

No. 2849—Men's Fancy Worsted Trousers; dark stripes, made from good materials, and will give the best of wear; regular price, \$3.50; for this sale.....	\$2 75
No. 2801—Men's Fancy Cheviot Trousers; dark stripes; regular price, \$2.75; for this sale.....	\$2 25
No. 2878—Men's Fancy Worsted Trousers; made from selected stock, and will wear with the very highest grades; regular price, \$4.00; for this sale.....	\$2 50
No. 2863—Men's All Wool Worsted Trousers; good in every way; regular price, \$5.00; for this sale.....	\$4 00

MEN'S SHOES

THE GLOBE STORE carries and has the exclusive sale in Albuquerque of the well known Prize Winning Diamond Brand Shoes. These shoes were awarded the highest prize at the St. Louis Exposition, for excellence, by experts in the shoemaker's art, and the experience of hundreds of persons who have worn them in the past year in this city has been one of pleasure and profit. There may be shoes as good made, but none are better. Leather has been soaring skyward in prices for many months past, and shoe values have greatly increased, but just the same, for the next ten days we are going to give the men of Albuquerque an opportunity to buy the best shoes at the lowest prices ever made—and don't you forget it!

No. 635—Men's Vici Kid; McKay sewed; regular price, \$1.50; for this sale.....	75c
No. 630—Kangaroo Calf; straight last, welt extension sole quilted; made for hard wear; regular price, \$1.75; for this sale.....	\$1 35
No. 633—Satin Calf; straight last, welt extension sole; regular price, \$2.00; for this sale.....	\$1 25
No. 631—Oil Grain Calf; welt tap sole, plain toe, either lace or buckle; regular price, \$1.50; for this sale.....	\$1 15
No. 632½—Oil Grain Creed; whole stock, plain toe, welt extension sole, 4-eyed lace; regular price, \$2.00; for this sale.....	\$1 40
No. 631½—Kangaroo Calf; tap sole, blucher cut, extension, capped toe; regular price, \$2.25; for this sale.....	\$1 75
No. 623—Kangaroo Calf; blucher cut, extension sole, capped toe, whole stock; regular price, \$2.75; for this sale.....	\$2 00
No. 634—Kangaroo Calf; grain Creed, seamless, water-proof, welt extension sole; regular price, \$3.00; for this sale.....	\$2 25
No. 629—Vici Kid; plain toe, welt, light extension sole made for comfort; regular price, \$2.50; for this sale.....	\$1 75
No. 611—Box Calf; straight last, welt extension sole, capped toe; regular price, \$3.25; for this sale.....	\$2 95
No. 625—Box Calf; welt extension sole, awing last, capped toe; regular price, \$3.25; for this sale.....	\$3 00
No. 619½—Box Calf; welt extension sole, swing last, capped toe; a neat and durable shoe, worth much more than the regular price of \$3.25; price, for this sale.....	\$2 75
No. 617—Box Calf; welt light extension sole, blucher cut, matt top, straight last, capped toe; regular price, \$3.25; for this sale.....	\$3 00
No. 619—Box Calf; blucher cut, welt light extension sole, swing last; regular price, \$3.25; for this sale.....	\$2 85
No. 619½—Velour Calf; welt extension sole, blucher cut, matt top, straight last; regular price, \$3.50; for this sale.....	\$3 15
No. 615½—Box Calf; blucher cut, welt heavy extension sole, capped toe; a shoe that will stand the hardest kind of wear and has a dressy appearance on the foot; regular price, \$3.25; for this sale.....	\$3 00

No. 607—Box Calf; blucher cut, welt light extension sole, matt top, patent foxing, capped toe, straight last; a fine shoe, and suitable for all occasions; regular price, \$5.00; for this sale.....	\$3 75
No. 600½—Patent Colt; blucher cut, matt top, welt light extension sole, patay last; a dress shoe in every particular; regular price, \$4.00; for this sale.....	\$3 65
No. 601½—Patent Colt; blucher cut, straight last, matt top, light extension sole, patent foxing; another dress shoe; regular price, \$5.00; for this sale.....	\$4 60

MEN'S SHIRTS

In this department we carry a large stock, and for this sale will offer some genuine bargains—not cheap garments, but standard goods, which will be priced with a view to making permanent customers out of purchasers. A few pieces will prove interesting to those needing anything in this line:

Men's Negligee Shirts, Collars and Cuffs attached; assorted colors, good material and well made; regular price, 50c; for this sale.....	35c
Boys' Negligee Shirts, detached Collars of same material; assorted colors; sizes, 12 to 14; regular price, 60c; for this sale.....	35c
Men's Negligee Shirts; light colors, detached cuffs, nicely made from good material; regular price, 75c; for this sale.....	45c
Men's Negligee Shirts; solid blue in color, detached collars and cuffs; a well made, durable garment; regular price, \$1.00; for this sale.....	50c
Men's Negligee Shirts; light stripes, heavy material and well made; regular price, 75c; for this sale.....	50c
Men's Light Striped Negligee Shirts; collars attached; a well made garment, presenting a neat appearance; regular price, 75c; for this sale.....	50c
Men's Plaided Bosom Shirts; light colors and pleasing patterns, well made from good material; a desirable garment for business wear; regular price, \$1.00; for this sale.....	75c
Men's Negligee Shirts; light colors, collars and cuffs attached; a "dandy" for hot weather; regular price, \$1.00; for this sale.....	75c
Men's Negligee Shirts; fancy colors, detached cuffs, extra value and worth \$1.00; price, for this sale.....	75c
Men's Negligee Shirts; fancy stripes, heavy material, well made and finished, detached cuffs; regular price, \$1.25; for this sale.....	90c
Men's Negligee Shirts; light colors, detached cuffs; regular price, \$1.25; for this sale.....	95c
Men's Plaided Front Shirts; assorted colors and patterns, detached cuffs; a dressy garment; regular price, \$1.25; for this sale.....	95c
Men's Fancy Negligee Shirts; both light and dark stripes, detached cuffs; regular price, \$1.25; for sale.....	\$1 00
Men's Negligee Shirts; cream color, silk embroidered, collars and cuffs attached; a fine, well made garment, and one that will be very popular the coming "hot season"; price, for this sale.....	\$2 00
Men's White Shetland Shirts; negligee, collars and cuffs attached; another good hot weather garment; extra value; price, for this sale.....	\$2 00

Men's White Silk Negligee Shirts; collars and cuffs attached; garments of the name value and quality usually sell for \$3.50 and \$4; price, for this sale..... \$3 00 |

We also carry a full line of fine dress shirts in both coat front and the regular make, at prices ranging from \$1.00 to \$3.50. Our \$1.00 white shirt is the best at the price ever offered in the city. In fancy negligee shirts we carry a splendid line in the coat front and regular make, in the latest patterns; prices range from \$1.25 to \$2.50. An invitation is extended every man in the city to call and examine these goods—we can save you money on your purchases.

BROTHERHOOD GLOVES

In these goods we have the exclusive sale of one of the best lines in the country. They are made for men who know what a good glove is and who appreciate a good article; and what is more, our prices for these superior gloves are no more than those asked for gloves made to sell regardless of wearing qualities.

Men's Reindeer Gloves, inseam, waxed thread sewed, fire-proof, wrist length, reinforced thumb seams; price, for this sale.....	\$1 25
Men's Muleskin Gloves; inseam, fire-proof, waxed thread sewed, wrist length, reinforced thumb seam; regular price, \$1.50; for this sale.....	\$1 25
Men's Muleskin Gauntlets; inseam, fire-proof, waxed thread sewed, reinforced thumb seam; price, for this sale.....	\$1 25
Men's Reindeer Gauntlets; outseam, light weight, fire proof, linen thread sewed, reinforced thumb seam, guaranteed not to rip; a glove that will give the very best service; price, for this sale.....	\$1 50
Men's Horseshoe Gauntlets; outseam, fire-proof, linen thread sewed, davy tip, don't rip, guaranteed; price, for this sale.....	\$1 25
Men's Reindeer Gauntlets; extra long, inseam, waxed thread sewed, reinforced thumb seam, fire-proof; this is an extra value glove and will be sold during this sale for.....	\$1 75
Men's Heavy Buckskin Gloves; warranted genuine, inseam, wrist length, nicely finished; price, for this sale.....	\$2 00
Men's Calfskin Gloves; oil tanned, inseam, wrist length; regular price, \$1.00; for this sale.....	75c
Men's Calfskin Gloves; extra heavy, inseam, wrist length; regular price, \$1.00; for this sale.....	65c
Men's Horseshoe Gauntlets; warranted genuine, extra long, inseam; a crackjack glove; regular price, \$2.00; for this sale.....	\$1 35
Men's Sealskin Gauntlets; inseam, water-proof, linen thread sewed; soft and durable; regular price, \$2.00; for this sale.....	\$1 65
Men's Gauntlets; inseam, well made; regular \$1.00 value; sale price.....	65c

Should lighter gloves than those here printed be wanted, we carry a nice line of them and can suit and fit any one. It will prove of interest in more ways than one to wearers of gloves to take notice of the Globe Store kind—try it and see.

OVERALLS

Overalls are considered as staple as wheat at all times. At this time they are a little more so, because of the steady advance in cotton materials, and manufacturers are advancing prices with a regularity that indicates that they are enjoying the advancing process. However, in order to make our anniversary sale complete we will include our stock of these garments and do the best we can to please our customers. Read the following prices:

Men's Heavy Blue Denim Jumpers; riveted pockets, made for rough wear; regular price 50c; for this sale.....	35c
Men's Blue and White Checked Jumpers; well made from good material; regular price, 50c; for this sale.....	35c
Men's Blue Striped Denim Jumpers; regular price, 50c; for this sale.....	25c
Men's Combination Overall Suits; in gray, blue, brown and blue stripes; regular price, \$1.50; for this sale.....	50c
Men's Heavy Blue Denim Overalls; well sewed, riveted pockets; regular price, 50c; for this sale.....	35c
Men's Blue Striped Denim Overalls; regular price, 50c; for this sale.....	25c
Men's Black Denim Apron Overall; well sewed, riveted pockets and seams; regular price, 65c; for this sale.....	40c
SIGNAL OVERALLS and JUMPERS; the best on the market; Union made, guaranteed not to rip nor buttons to come off; made from the very best denim; colors, blue, checked, striped; regular price, 95c; for this sale.....	85c

REMEMBER

THE PRICES QUOTED ABOVE ARE GOOD FOR TEN DAYS ONLY, BEGINNING THE MORNING OF TUESDAY, MAY 1, AND THAT THE SALE WILL BE CONDUCTED IN AN HONORABLE MANNER. EVERY ARTICLE ADVERTISED IS IN THE HOUSE AND WILL BE SOLD FOR THE PRICES NAMED. ALL GOODS IN THE GLOBE STORE ARE MARKED IN PLAIN FIGURES, AND EVERY CUSTOMER CAN SEE FOR HIMSELF THE REGULAR PRICE AND THEN BUY AT THE SALE PRICE IF HE DESIRES.

The BIG GLOBE Sign

ON W. RAILROAD AVENUE MARKS THE ENTRANCE TO THE GLOBE STORE, AND OUR SECOND ANNIVERSARY SALE WILL PAY YOU IN DOLLARS AND CENTS FOR PASSING THROUGH THAT ENTRANCE. COME IN AND SEE.